

Your Basic Choice:



6 mg Kings or 9 mg 100's.
Both with **Double-Aged Tobacco**
for more flavor with less tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich

themselves until they're actually too full-flavored for today's smoker.

But it's important to start with all that flavor.

Why? So when you take out

tar—all the way down to 6 mg for Kings, 9 mg for 100's—you'll still have plenty of flavor left.

Because that's the Basic idea: Flavor. With less tar.



Your Basic blend.
"I smoke Kings. Still smokers 100%.
It's the only way
More can tell us apart."

Get down to Basics.
Low tar. Double-Aged Tobacco.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings, 6 mg "tar," 0.8 mg nicotine—100's: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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